

TECH06055 Digital Media Skills

Full Title	Digital Media Skills		
Status	Uploaded to Banner	Start Term	2019
NFQ Level	06	ECTS Credits	10
Module Code	TECH06055	Duration	Stage - (26 Weeks)
Grading Mode	Numeric	Department	Business, Humanities and Tech
Module Author	Sharon Boyle		

Module Description

This module prepares learners for the use of digital media and preparing digital content. The learner will plan, capture and edit video, audio and still images. They will evaluate the most appropriate method of preparing content for particular audiences.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Plan, capture and manipulate images.
2. Plan, capture and manipulate video and audio.
3. Produce a digital media artefact suitable for intended audience.
4. Design posters and brochures to client specifications.
5. Plan and publish blog posts for a defined audience.
6. Include all digital work in a final ePortfolio.

Indicative Syllabus

Introduction

Digital media trends, e-learning, content creation applications, digital technologies, digital jobs.

Image capturing

Introduction to photography, planning, image capturing, image composition, equipment and configuration, techniques, organising workflows.

Image editing

Image editing software, organising and managing images, planning and creating a collage, adjusting and retouching photos, creating original work, designing logos and posters, colour correction and effects, techniques used to create visual hierarchy, design for audience requirements, design for print media (e.g. brochures and newsletters).

Video capturing

Introduction to video, planning shoots, scenarios, shooting script, storyboarding, equipment and configuration, audio recording, video shooting techniques, image composition, logging work.

Video editing

Video software, managing and editing video clips, organising and planning a sequence. Adding voiceovers, applying effects, adding music.

Interacting through Digital Media

Adding digital content into a digital product. Digital journals. Planning and creating portfolios.

Everyday Technology

Universal design. Webinars, virtual communities. Mass media, influence of mass media. Search engines. Social media, messaging apps, collaboration apps. Blogs, video logs.

Teaching and Learning Strategy

Module content may be delivered online asynchronously, with synchronous online follow up on concepts and integrate to practical learning. Presentations, videos and other online resources are used to stimulate discussion.

Students have electronically prepared instructions and exercises to work through, all available on LMS (Moodle). Lecturer suggests arranging scheduled time with each individual to ensure that progress is being made at various points during the module. Projects are designed to challenge the student and deepen their focus and understanding of the materials.

Using a blended learning model provides valuable face-to-face time to ensure complex concepts and practical skills can be addressed.

Ability to critique work, accept and respond to feedback, redesign elements in a project will be incorporated into the teaching and learning strategy.

Assessment Strategy

All assessment will be carried out in line with the programme, campus and institute assessment strategies and in line with the Code of Practice No. 3 Student Assessments: Marks and Standards.

The learner will be assessed on their practical ability and theoretical knowledge of digital media.

Learners will be notified of all assessments in advance.

Marking criteria, deadlines and expectations will be distributed in advance.

Constructive feedback will be provided in a timely manner and in an appropriate format.

Assignments to plan, capture and manipulate images, video and audio may be assigned.

A project to produce a digital record of an event, an organisation or a learning opportunity may be included. Peer review, client briefs/feedback and reflective practices will be incorporated as part of assessment procedures.

Digital portfolios will be prepared. Assessments will be clearly linked to learning outcomes with a strong focus on digital media content creation.

Repeat Assessment Strategies

Repeat facilities will be accommodated in line with institute procedures and in compliance with programme board decisions.

Decisions on nature of assessment will be linked to deficiencies in reaching particular learning outcomes.

They may be in the form of a written assessment, project or other relevant assessment.

Individuals may be interviewed or asked to present their work in a formal context to prove authenticity and ownership of work.

Where digital portfolio elements are incomplete, individuals will be required to complete this in order to successfully pass the module.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report	Blog for defined audience	10 %	Week 4	5
Project	Digital Artefacts	30 %	Week 8	1,3,4
Individual Project	Digital Video	20 %	Week 12	2
Practical Evaluation	ePortfolio presentation	40 %	Week 24	6

Blended Delivery Mode Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Online Learning	Blended delivery of content, via live & recorder webinars & interactions, readings, video, audio, structured activities and assignments.	Online	3	Weekly	3.00
Practical	Practical labs to progress project work	Computer Laboratory	4	Monthly	1.00

Required Reading Book List

Sonja, B., *The Digital Filmmaking Handbook*. 6th Edition. Foreign Films.

Andrew, C., (2018). *Adobe Photoshop CC Classroom in a Book (2019 Release)*. Adobe Press.
ISBN 0135261783 ISBN-13 9780135261781

Moore, A., (2018). *Blogs Change Lives*.
ISBN 1980421218 ISBN-13 9781980421214

Online Resources

Photoshop Essentials: <https://www.photoshopessentials.com/>

Media College: <https://www.mediacollege.com/>

Adobe Photoshop Tutorial : The Basics for Beginners

Web Style Guide: <http://www.webstyleguide.com/>

Other Resources

Adobe Tutorials: <https://helpx.adobe.com/support.html>

Canva: <https://www.canva.com/>

Online students must be provided with access to Adobe products for their home devices. Including Photoshop, Rush, Illustrator, InDesign.

Programme Membership

GA_BSMEC_S06 201900 Certificate in Digitalisation for SMEs (Digital Media and Marketing)